

CLAIMS

What is claimed is:

1. A method of selecting and purchasing media advertising in a user/server environment accessed through a Web site comprising the steps of:

an advertiser accessing a server system through a Web site and providing information relating to buying criteria and customer data through a Web page form in order to select and purchase media advertising;

the server system receiving the information, processing the information and creating at least one media advertising rate request;

transmitting the at least one rate request to at least one media outlet for processing;

the at least one media outlet processing the rate request and transmitting the processed rate request back to the server system;

the server system manipulating the processed rate request to create a media advertising schedule;

transmitting the media advertising schedule to the advertiser;

the advertiser receiving the schedule, making a media advertising purchase decision and transmitting the purchase decision to the server system; and

the server system transmitting the media advertising purchase decision to the at least one media outlet for reserving the purchased advertising.

2. The method of claim 1, wherein the media advertising for selecting and purchasing is selected from a group consisting of radio, television, cable, newspaper and outdoor media.

3. The method of claim 1, wherein the information relating to the buying criteria is selected from a group consisting of advertising campaign type, media choice, customer profile, scheduling preferences, target demographics and allocated budget.

1 4. The method of claim 1, wherein the information relating to customer data is
2 selected from a group consisting of company name, physical address,
3 telephone/facsimile numbers, e-mail address, contact name and credit information.

1 5. The method of claim 1, wherein processing of the information received by the
2 advertiser includes feeding the information into media selection software for
3 determining effective media choices and for ranking the media choices.

1 6. The method of claim 1, wherein the at least one rate request created includes
2 information selected from the group consisting of flight period, dayparts, days of the
3 week, excluded programming, excluded stations, category of advertiser, respond by
4 date information, locations, and comments.

1 7. The method of claim 1, wherein the processing of the rate request by the
2 media outlet includes filing out a rate submission form on a Web page.

1 8. The method of claim 1, wherein the manipulation of the rate request by the
2 server system includes creating a shell schedule based on the buying criteria,
3 interfacing the shell schedule with audience rating and qualitative data and creating
4 the schedule based on selected parameters.

1 9. The method of claim 8, further including converting the schedule to a
2 simplified format, applying a rating system to the schedule and creating numerical
3 ratings and efficiency categories for the schedule.

1 10. A system for selecting and purchasing media advertising in a user/server
2 environment accessed through a Web site, comprising:

3 a server system accessible by an advertiser through a Web site in order
4 to select and purchase media advertising;

006280-66205960

Cont
Ab

a receiving component for receiving information from the advertiser relating to the advertiser's buying criteria and customer data in order to process and create at least one media advertising rate request;
a media outlet transmitting and receiving component for transmitting the at least one rate request to at least one media outlet and for receiving at least one processed rate request from the at least one media outlet;
a schedule creating component for manipulating the processed rate request to create a media advertising schedule; and
an advertiser transmitting and receiving component for receiving and transmitting information to and from the advertiser in order to allow the advertiser to select and purchase media advertising.

11. The system of claim 10, wherein the media advertising for selecting and purchasing is selected from a group consisting of radio, television, cable, newspaper and outdoor media.

12. The system of claim 10, wherein the information relating to the buying criteria is selected from a group consisting of advertising campaign type, media choice, customer profile, scheduling preferences, target demographics and allocated budget.

13. The system of claim 10, wherein the information relating to customer data is selected from a group consisting of company name, physical address, telephone/facsimile numbers, e-mail address, contact name and credit information.

Sub
A1

14. A server system for selecting and purchasing media advertising in a user/server environment accessed through a Web site comprising:

a receiving component for receiving information from an advertiser relating to the advertiser's buying criteria and customer data in order to process and create at least one media advertising rate request;
a media outlet transmitting and receiving component for transmitting the at least one rate request to at least one media outlet and for receiving at least one processed rate request from the at least one media outlet;

006280" 66205960

9 a schedule creating component for manipulating the processed rate
10 request to create a media advertising schedule; and

11 an advertiser transmitting and receiving component for receiving and
12 transmitting information to and from the advertiser in order to allow the
13 advertiser to select and purchase media advertising.

1 15. The system of claim 14, wherein the server system is accessed through a Web
2 site by the advertiser who provides information relating to buying criteria and
3 customer data through a Web page form in order to select and purchase the media
4 advertising

5 16. The system of claim 14, wherein the media advertising for selecting and
6 purchasing is selected from a group consisting of radio, television, cable, newspaper
7 and outdoor media.